DOUBLEDAY
A COMMUNICATIONS CORPORATION

May 24, 1983

Mr. Charles Ellis, President
Elsevier Science Publishing Company, Inc.
52 Vanderbilt Avenue
New York, New York 10017

Dear Mr. Ellis:

The actual name of our publication is "The Whole Earth Software Catalog." (not, as in Publishers' Weekly, "The Whole Software Catalog"). The full designation of the Whole Earth organization should sufficiently distinguish your publication from ours. In any case, the name was chosen to display continuity between the earlier publications of "The Whole Earth Catalog" (which have sold almost 3,000,000 copies) and the current publication focussing on computer software. It is the natural title, and I do not think that it will cause any confusion to your publication.

Yours very truly,

Philip Pochoda
Editorial Director

PP/gg

cc: Sam Vaughan, Stewart Brand, John Brockman